



**Joy O. McLeod**  
Sr. User Experience Specialist

Contact Info:

[www.jokomowho.com](http://www.jokomowho.com)  
[jokomowho@gmail.com](mailto:jokomowho@gmail.com)  
Baltimore, Maryland

## Profile

User-experience Specialist with proven know-how to combine creative usability centered goals and business requirements, resulting in world-class solutions for web and mobile applications.

## Work Experience

SENIOR UX SPECIALIST, PROJECT/TEAM LEAD Peraton	03/21 - Present
SENIOR UX SPECIALIST, PROJECT/TEAM LEAD Northrop Grumman	09/19 - 03/21
UX DESIGN LEAD Aquent Vitamin T	03/18 - 08/19
UX DESIGN LEAD Sorterbox	03/16 - 12/17
UX DESIGNER Irodah International Ltd.	12/15 - 03/17
UX DESIGN STRATEGIST TimbaObjects Technologies Ltd.	12/10 - 07/15
Web Experience/Customer Experience Freelance Consultant	2006 - 2010

## Skills

- REQUIREMENTS DEFINITION
- USE CASES
- PERSONA CREATION/JOURNEY MAPPING
- INFORMATION ARCHITECTURE
- USER RESEARCH/STRATEGY
- USABILITY PROTOCOLS/BLUEPRINT
- USER FLOWS
- A/B, CARD SORT
- USABILITY TESTING
- AFFINITY/USE CASE DIAGRAMS
- WIREFRAMING/PROTOTYPING
- SKETCH/ILLUSTRATOR/AXURE/FIGMA
- BALSAMIQ
- ADOBE DREAMWEAVER/XD
- UX, UI DESIGN, SERVICE DESIGN
- WEB ACCESSIBILITY / 508 COMPLIANCE

### FRONT END SKILLS SET



## Education

BSc COMPUTING AND ITS PRACTICES Open University, United Kingdom.	2010
Program Highlights: <ul style="list-style-type: none"><li>→ Interaction design, User Experience, Web Accessibility</li><li>→ Software engineering with objects</li><li>→ Computing</li><li>→ Developing concurrent distributed systems</li></ul>	

## Portfolio Samples

### SuperGood

Role - Concept Design.

Welcome to SuperGood!

Your number one nutrient-dense superpowers packed smoothie, fuel your life with healthy, wholesome food.

Email Address  Sign up for mailing list

Loose Weight: Our smoothie is very healthy and promotes weightloss in an organic manner.

Add Muscle: Our wholesome brand gives you the necessary proteins and nutrients that promotes muscle growth.

Stay Alert: Whenever you are on the go and you need to stay alert, SuperGood has got you covered.

The scope of the project was to raise awareness for a nutritional brand and also collect email addresses for mailing list to keep people up to date on the products, all within a landing page.

In this design, I used warm colors like orange to evoke energy, happiness and vitality, which aligns with health and is one of the product attribute. The blue color complements the design to exude calmness. The layout, typography, background image, and visual hierarchy works harmoniously with the brand and also passes the intended message across to customers.

## MG Dashboard

### MG Analytical Dashboard

Role - UX Designer.

Dashboard

States: 8   LGA: 40   Centers: 600   Performance: 6.6

States	Week 1	Week 2	Week 3	Week 4	Month (4 Weeks)			
Abia	660	6.6	500	6.0	200	555	2215	5.5
Anambra	400	4.0	700	7.0	470	666	2236	5.6
Delta	37	-0.3	760	7.6	230	777	1804	4.5
Edo	360	3.6	190	1.9	450	888	1888	4.7
Imo	420	4.2	250	2.5	349	999	2018	5.0
Kogi	370	3.7	400	4.0	566	1000	2336	5.0
Osun	0	-1.0	140	1.4	450	129	719	1.8
Oyo	1000	-0.1	300	3.0	44	850	2194	5.5

Year Round Performance

Jan '15 Feb '15 Apr '15 Jun '15 Aug '15 Oct '15 Dec '15 Jan '16

### Overview

MG Analytical dashboard is a web and responsive mobile application that showcases health centers performances by region, states and health centers across a country.

### Scope

The scope was to tell stories with received data via visualizations.

### The Users

Data Monitors and Business Analysts

### The Problem

No way to efficiently monitor and track performance of health centers across regions, thereby making it difficult to measure resources supplied against performance.

### The Process

Covered project scope, competitive analysis, gap analysis, user research, metrics analysis, site-maps, wireframes, established style guide, prototypes and user-testing.

### The Solution

I used analytical dashboard design approach to capture the data requirements for story telling. By using pie charts, area charts, and bar graphs, to show performance distribution within specified date range. Bright colors like red and yellow is used to monitor data with low performances, and also grab attention for further investigation in under-performing regions, using drill down buttons for navigation.

Created a seamless user centered driven customer experience for high monitoring through desktop, and mobile interfaces that to monitor performance of weekly, monthly, quarterly and yearly productivity for each region.

## Tableau User Access Request

Jane Doe, Project Leader

Top Tasks: Create new user accounts and assign them to specific groups. Request group change requests from specific users.

Challenges: Don't know if a user already exists in the system. Don't know if the user's name is correct. Don't know if the user's name is correct.

Needs: An efficient way to process user access requests. To be able to identify the user's name correctly. To be able to identify the user's name correctly. To be able to identify the user's name correctly.

Current Satisfaction of Process: None

Interacts with: User Group Manager, Project Leader, Site Admin.

Success Page: Success Page

Success Page: Success Page

## Tableau User Access Request

Role - UX Research, Strategist & Designer.

MG Analytical dashboard is a web app that showcases health centers performances by region, states and health centers across a country. The scope was to tell stories with received data via visualizations.

I used analytical dashboard design approach to capture the data requirements for story telling, by using pie charts, area charts, and bar graphs, to show performance distribution within specified date range. Bright colors like red and yellow is used to monitor data with low performances, and also grab attention for further investigation in under-performing regions, using drill down buttons for navigation.

The Users

Project Leaders and Site Admin

The Problem

No validation of form

Incorrect input of groups being requested. This is slightly alleviated with a new version using picklist. Picklist is manually updated by admins weekly. Also, requestor doesn't understand domain groups.

Incorrect input of pins or domains. This is slightly alleviated with a new version using predefined checklist of domains. Requestors aren't taking the time to verify PINs before submitting request.

Non-PINs requesting access for users or PLs requesting access for users to be added to group/projects that they are not PLs of.

Redundant and unnecessary requests. PLs requesting users that already exist in Server. This can be alleviated with a new Tableau report but still cumbersome for multiple user request.

Tableau has no way to add multiple users to an existing group. This appears to be the most time-consuming part of the process for onboarding users. You must manually copy/paste or enter PINs and then check a box for each user before a user can be added to a project.

The Process

Derived business processes, analyzed user needs, assisted in requirements definition, designed browser-based interfaces, and conduct usability testing.

- Interviewed users and stakeholders to elicit business goals and user needs.

- Created Personas and Scenarios of Use/Journey Maps

- Created wireframes and screen prototypes.

The Solution

Redundancy is eliminated

- Work flow became automated

- Quality and consistency of data is improved due to automatic lookup of access requests on the server

- Validation of data reduced time to fill out and complete process requests

- Target users had a central repository to view requests

## Prototype Sample

### Role - UX & UI Designer.

PROOF

PROOF ASSESSMENT SYSTEM

Improve how you build and deliver your assessments. Increase reliability and validity. Automate management of certification programs.

START FREE TRIAL

Develop Your Exam

Deliver Your Exam

Manage Your Exam

Grow Your Exam

### Overview and Scope

The scope of this project was to come up with a Proof of Concept for online presence for a company, showcasing the list of services offered by the company, and make the content delivery available to the customers. The requirement was to come up with a minimalist design.

### The Users

Public facing customers

### The Problem

Outdated web pages that needed to be updated to conform to customer needs

### The Process

Stakeholder brainstorming session and presentation, covered scope, research, competitive analysis, content inventory, metrics analysis, prototypes and Web Accessibility.

- Translated concepts into user interface design specifications for web portal and mobile portal.

- Designed high-impact, customer-centered pages that conveyed the company's brand, value proposition and industry-leading functionality.

### The Solution

- The redesigned pages optimized the overall experience and behavior of customer interaction with pages.

- High retention of customers, increased lead gen and customer conversion

- Increased awareness of company's branding, services and products.

## Tableau User Access Request

Jane Doe, Project Leader

Top Tasks: Create new user accounts and assign them to specific groups. Request group change requests from specific users.

Challenges: Don't know if a user already exists in the system. Don't know if the user's name is correct. Don't know if the user's name is correct.

Needs: An efficient way to process user access requests. To be able to identify the user's name correctly. To be able to identify the user's name correctly.

Current Satisfaction of Process: None

Interacts with: User Group Manager, Project Leader, Site Admin.

Success Page: Success Page

Success Page: Success Page

## Tableau User Access Request

Role - UX Research, Strategist & Designer.

MG Analytical dashboard is a web app that showcases health centers performances by region, states and health centers across a country. The scope was to tell stories with received data via visualizations.

I used analytical dashboard design approach to capture the data requirements for story telling, by using pie charts, area charts, and bar graphs, to show performance distribution within specified date range. Bright colors like red and yellow is used to monitor data with low performances, and also grab attention for further investigation in under-performing regions, using drill down buttons for navigation.

The Users

Project Leaders and Site Admin

The Problem

No validation of form

Incorrect input of groups being requested. This is slightly alleviated with a new version using picklist. Picklist is manually updated by admins weekly. Also, requestor doesn't understand domain groups.

Incorrect input of pins or domains. This is slightly alleviated with a new version using predefined checklist of domains. Requestors aren't taking the time to verify PINs before submitting request.

Non-PINs requesting access for users or PLs requesting access for users to be added to group/projects that they are not PLs of.

Redundant and unnecessary requests. PLs requesting users that already exist in Server. This can be alleviated with a new Tableau report but still cumbersome for multiple user request.

Tableau has no way to add multiple users to an existing group. This appears to be the most time-consuming part of the process for onboarding users. You must manually copy/paste or enter PINs and then check a box for each user before a user can be added to a project.

The Process

Derived business processes, analyzed user needs, assisted in requirements definition, designed browser-based interfaces, and conduct usability testing.

- Interviewed users and stakeholders to elicit business goals and user needs.

- Created Personas and Scenarios of Use/Journey Maps

- Created wireframes and screen prototypes.

The Solution

Redundancy is eliminated

- Work flow became automated

- Quality and consistency of data is improved due to automatic lookup of access requests on the server

- Validation of data reduced time to fill out and complete process requests

- Target users had a central repository to view requests

## Prototype Sample

### Role - UX & UI Designer.

PROOF

PROOF ASSESSMENT SYSTEM

Improve how you build and deliver your assessments. Increase reliability and validity. Automate management of certification programs.

START FREE TRIAL

Develop Your Exam

Deliver Your Exam

Manage Your Exam

Grow Your Exam